

**MEMORANDUM**

**To:** Board of Regents  
**From:** Board Office  
**Subject:** Request to Change Name of UNI Placement and Career Services  
**Date:** June 5, 2000

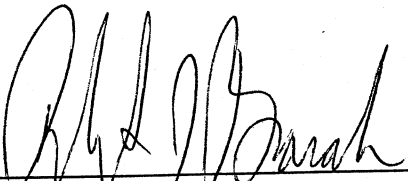
**Recommended Action:**

Approve a change in the name of the UNI office from Placement and Career Services to The Career Center.

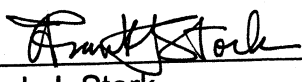
**Executive Summary:**

The University of Northern Iowa is requesting approval of a change in the name of the UNI Placement and Career Services to The Career Center. The University indicates that surveys of staff, students, employer advisory committees, national professional associations and others have indicated the need to change the name of the Placement and Career Services. The University committed to have the name describe the mission of the department and reflect the philosophy of a holistic, developmental approach to career choice. The new name encompasses the broad life span of students rather than a mechanistic approach to securing a job.

Other than reflecting its philosophy, the change is not intended to alter the mission of the organization. Costs of this change are relatively small, such as changes will need to be made to business cards, envelopes, letterhead, name badges and tablecloths.

  
Robert J. Barak

Approved:

  
Frank J. Stork